



ENERGY STAR® Homes Update

August 2000



News To Know

The Energy Star Homes Greatest Asset: Our Logo!

As an ENERGY STAR partner, builder or ally, your greatest benefit is the use of the ENERGY STAR logo. It links you to a growing and valued consumer brand. For example, there have been nearly 1.5 million public service announcements promoting the brand and reaching an audience of almost 2 billion. In addition, nearly 1,000 media stories have carried the ENERGY STAR message to approximately 600 million people. And the national platform for the Homes Program continues to grow. Over 40 utilities nationwide are supporting ENERGY STAR Homes; military procurement specifications for the U.S. Army and Navy now specify ENERGY STAR Homes; national product manufacturers are providing turn-key building science programs featuring ENERGY STAR Homes; and new federal tax credits under development are looking to ENERGY STAR Homes as a possible threshold. All these developments make it critical that the brand is fully protected and this means strong guidelines for proper use of the ENERGY STAR logo. So here is a quick review.

First, The basic logo remains unchanged. It is to only be used on products (i.e., homes) that meet ENERGY STAR guidelines and promotions to sell products meeting the guidelines (i.e., advertising, websites, catalogs, cut-sheets, etc.). It is incorrect to use the ENERGY STAR logo where products do not qualify; on company letterhead; or in promotional material not adjacent to product (i.e., homes).



A new development is the ENERGY STAR partnership mark. This is a form of the logo that can be used to signify your commitment to promoting ENERGY STAR products. Any builder or ally that has signed the EPA memorandum of understanding can use it in advertisements, materials describing participation, letterhead, business cards, annual reports, etc. It can not be used by any one who is not a partner; on products; or on point-of-purchase displays.



The last new development is the ENERGY STAR promotional mark. This label shown in draft form, will be available for use by media and others promoting the program. It features the new tag line, "money isn't all you're saving." It can be used on any promotional materials with ENERGY STAR (i.e., point-of-purchase, sales materials, etc.) as long as it is not next to/near products that do not qualify. It can not be used on products.



Based on these new developments, new logo use guidelines are under development to clarify the general descriptions given here. Look for these new guidelines on the ENERGY STAR website.

Program Developments

New Energy Star Home Label

To improve the delivery of services to our customers, the ENERGY STAR Homes program is considering labeling homes with a new ENERGY STAR label. This label, the symbol of energy efficiency, would be attached to the home's main electric panel. It would distinguish the home as one that is saving money for the homeowner while helping to preserve the earth's natural resources. The ENERGY STAR label would only be affixed by a HERS Rater, BOP Inspector, or qualified representative of an equivalent program. The ENERGY STAR label would contain information such as the home's address, the builder's name, and the name of the verifying party. Please check our web site at www.energystar.gov/homes for more information as it becomes available.

Parade of Homes Media Tour

Earlier this month a media tour was conducted in Phoenix Arizona to compliment the Builders of Excellence Parade of Homes. Three major television networks, including ABC, CBS, and FOX gave strong coverage. A total of 6 television hits were received, each containing live coverage of the event and interviews. Two radio stations also covered the event for a grand total of 668,200 impressions with a PR Value of \$24,964. This media tour was a great success and provided the ENERGY STAR Homes program with significant exposure.

EPA has moved!

Don't forget that EPA's new mailing address is:

US EPA
Ariel Rios Building
1200 Pennsylvania Avenue NW (6202J)
Washington, DC 20460

Program Developments

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Mortgage Partner Update

Consumers now have a wider variety of options for financing their ENERGY STAR Home purchase. This year, 15 new partners have joined the ENERGY STAR Mortgage program, bringing the new total to 27. New partners include Beazer Mortgage Corp., the first builder-owned mortgage company to offer ENERGY STAR mortgages, and Loanz.com, the first internet lender to join the program.

Lenders offering ENERGY STAR Mortgages provide borrowers additional financial incentives for purchasing an ENERGY STAR Home, such as reduced closing costs, cash back at closing or reduced interest rates, in addition to offering the traditional "Energy Efficient Mortgage or EEM.

Many of these lenders were recruited through the hard work ENERGY STAR Allies. If you are interested in getting materials to help you recruit lenders in your area or if you would like more information on the current partners, contact Matt Bershadker at 202-862-2975 or Mbershadker@ICFConsulting.com.

National Mortgage Partners

Company Name	Contact Name	Location	Phone Number
Chase Manhattan Mortgage Company		National	1-800-242-7382
Countrywide Homes Loans		National	1-800-262-4214

Local Mortgage Partners

Company Name	Contact Name	Location	Phone Number
AccuBanc Mortgage Corporation		Maryland	888-340-8653
American Savings Bank	Jerry Lee	Hawaii	808-539-7628
Associated Bank of Milwaukee	David Bauer	Wisconsin and Illinois	262-797-7175
Bank of Hawaii	Sharon Miyazaki	Hawaii	808-693-1425
Bank of Holland	Michael Townsend	Michigan	616-393-0211
Beazer Mortgage Corporation	Brian Hall	Arizona	480-968-0002
Citizen's Financial Services		Indiana	219-933-0432
Civitas Mortgage		Indiana, Illinois, Kentucky, Michigan	1-800-777-3949 x2900
Fairway Independent Mortgage Corporation	Betsy Wilcox	Wisconsin	608-836-7002
First Hawaiian Bank	Lorraine H. Aoki	Hawaii	808-643-4663
First National Bank and Trust	Drew Beers	Nebraska	888-269-2145
First Source		Indiana	800-390-8091
Five-Star Mortgage Services Group	Richard Parins		920-497-7661
Fox Cities Mortgage	Glen Wachowiak	Wisconsin	920-731-3175
Harbor Financial/ Prism Mortgage	Marsha Reynolds	Maryland	800-293-7166
Hudson City Savings	Claire Everett	New Jersey	201-967-1900
Lake Mortgage		Indiana	800-627-5566
Loanz.com	John Aguirre	National except NY, NJ	888-925-6269 x7169
North American Mortgage Company	Hiroshi Imamura	Waikiki, Hawaii	808-526-2906
North American Mortgage Company	Betsy Wilcox	Wisconsin	608-274-1600 x17
North American Mortgage Company		Maryland	301-870-8606
Norwest		Florida	1-800-955-9305
Peerless Financial Group	Brian McCourt	Indiana, Michigan, Ohio	317-475-9494
Peoples Trust Company	Brian Jackson	Indiana	765-529-3130
Trustcorp		Indiana	800-621-8329
United Bank		Ohio	330-305-6362
Wells Fargo	Diane Schmidt	Ohio, Pennsylvania	216-524-9340

For More Information...

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ICF Consulting
202-862-1224

U.S. Environmental
Protection Agency
Ariel Rios Building (6202J)
1200 Pennsylvania Avenue, NW
Washington, DC 20460

ENERGY STAR Hotline
1-888-STAR-YES
(1-888-782-7937)

<http://www.energystar.gov/homes>